

Compliance

Progress. Diversity. Inclusion.

COMPLIANCE NEWS:
Hickory Ridge Mall
the New Towne Centre
pg. 2

TRENDSSETTER:
Commercial Realty
Group, Inc.
pg. 3

VOL. 1 • ISSUE 8

CITY OF MEMPHIS-OFFICE OF CONTRACT COMPLIANCE NEWSLETTER

NOVEMBER 2010

Message from the Mayor



City of Memphis
Mayor A C Wharton, Jr.

On Wednesday, December 1, 2010 at 6:00 pm, the Office of Contract Compliance will host a Business Development Workshop at the newly reopened Hickory Ridge Mall "Towne Centre." The event will provide local, small, minority and women owned businesses with information on business opportunities with the City of Memphis and Hickory Ridge Mall. Representatives from the City of Memphis, Hickory Ridge Mall, Franchise Gator, and Community Banks will also be on hand to discuss various other business opportunities.

With the recent grand opening of Incredible Pizza, the Hickory Ridge Mall is certainly accomplishing impressive things, while steadily increasing its occupancy. The City of

Memphis encourages our locally owned small, minority and women businesses to participate in the economic development of this great City by getting informed and involved. Our goal is to provide an environment where our businesses can grow and thrive even in a struggling economy. We are committed to all of our communities and the forum with the Hickory Ridge Mall is one of many initiatives my Administration is utilizing to provide information and opportunities.

Warm regards,

A C Wharton, Jr.

A C Wharton, Jr.
Mayor

City of Memphis OFFICE OF CONTRACT COMPLIANCE

A C Wharton, Jr., Mayor

Herman Morris, Jr., City Attorney

Carlee McCullough, Esq.

Contract Compliance Officer

125 N. Main St., Suite 546

Memphis, TN 38103

Office: 901.636.6210

Fax: 901.636.6560

Carlee.McCullough@memphistn.gov

Joyce Douglas

Contract Compliance Analyst

Office: 901.636.6210

Joyce.Douglas@memphistn.gov

Taunya Falkner

Contract Compliance Analyst

Office: 901.636.6210

Taunya.Falkner@memphistn.gov

"The use of technology is important in helping our clients understand our design ideas and completing projects on schedule and within budget."

— Juan Self

Featured Certified M/WBE

Self+Tucker Architects "Designing a Better Memphis!"



The Staff of Self+Tucker Architects

Self+Tucker Architects, Inc. (STA) is an award winning full service firm offering architecture, interior design, planning, urban design and sustainable design expertise. STA was founded by principals Juan R. Self, AIA, NOMA, CSI and Jimmie E. Tucker, AIA, NOMA, LEED AP in 1995.

Mr. Self received a Bachelor of Architecture from Howard University School of Architecture and Planning in Washington, D.C., and Jimmie Tucker holds a Bachelor's degree in Architecture and Urban Planning from Princeton University and received his Masters degree in Architecture from Washington University in St. Louis, MO.

The professional and cultural diversity of STA contributes significantly to understanding each client's

"We design so that our buildings compliment other buildings in the community and we take a great deal of pride in our work."

— Jimmie Tucker

unique personality and requirements. Through listening and learning STA works to create design solutions of the highest quality.

STA's current and past clients include some of the biggest household names in Memphis, including Belz Enterprises, Center City Commission, City of Memphis, Henry Turley Company, LeMoyné-Owen

College, Memphis Area Transit Authority, Memphis City Schools, Methodist Hospital, National Civil Rights Museum, Public Building Authority (FedExForum), Time Warner Communications and Soulsville USA, just to name a few.

**For additional information please contact
Self Tucker Architects, Inc., 505 Tennessee St.,
Ste. 101, Memphis, TN 38103, Office: 901.261.1505.
www.SelfTucker.com**

Compliance NEWS

Hickory Ridge Mall the New Towne Centre

Save the Date! The Office of Contract Compliance will be hosting Business Development Workshop December 1, 2010 @ 6:00 pm at the Hickory Ridge Mall. In 2008, the Hickory Ridge Mall was purchased by World Overcomers Outreach Ministries where Apostle Alton R. Williams has served as Senior Pastor since 1981. The mall operates under the umbrella of non-profit, 501(c) 3 organizations including an established Board of Directors that endeavors



Photo Credit: Lance Murphy

to serve the Hickory Hill Community, Shelby County, and the Greater Memphis vicinity.

This multipurpose facility is being transformed into the new "Towne Centre" which will encourage personal and family enrichment, cultural growth and economic empowerment for business owners and neighboring communities. "Our vision is to effect positive change that will promote a unified community through developing partnerships with civic organizations, community based businesses and entrepreneurs" says Jimmie Haley, Director of Economic Development.

Having a town square atmosphere, the mixed-use development will include retail services that will bring opportunities to entrepreneurs, a medical wing, and a wing for community and social services. It will also offer a reformation center for "at risk" youth, giving them hope, as well as providing them a foundation for a strong educational future.

In addition, "our mission is two-fold, says Mr. Haley, first, to address the plight of social and economic ills that plague this community, and secondly, to focus on the community's needs, desires and necessities." Other programs will address infant mortality and domestic violence. Also, a conference and banquet facility will be designed to support business functions, as well as promote the cultural arts to the community. Lastly, the mall will offer a wholesome family entertainment including the Carousel, a four screen family cinema, and the amazing Incredible Pizza.



Photo Credit: Lance Murphy

Please call the Office of Contract Compliance at 901.636.6210 and reserve your seat for the Business Development Workshop, Wednesday, December 1, 2010 @ 6:00 pm at the Hickory Ridge Mall, 6075 Winchester Road.

NATIONAL NEWS

Supplier Diversity Conference 2010

On November 10, 2010, the 9th Annual Supplier Diversity Conference will be held at the Hyatt Regency Atlanta, 265 Peachtree Street NE, Atlanta, Georgia. *Economic Development: Navigating Your Business During the Road of Recovery* is the theme for this year's conference including a procurement expo, business development workshops, panel discussions and an awards luncheon.



For additional information please visit: www.alliance4u.org

Small Business Transportation Resource Center (SBTRC)

In an effort to expand the U.S. Department of Transportation (DOT) Office of Small and Disadvantaged Business Utilization (OSDBU) outreach mission they have created the Small Business Transportation Resource Centers (SBTRC) in several regions of the country.

The Greater Atlanta Economic Alliance through a cooperative agreement with DOT OSDBU was chosen to administer the SBTRC for the Mid-South Atlantic Region which covers the states of Georgia, South Carolina and Tennessee. "The SBTRCs seek to ensure that small, female and disadvantaged business enterprise (DBE) certified small businesses interested in transportation-related projects across the region are prepared and have an opportunity to participate in DOT funded contracts at the local, state and federal levels."

For additional information please contact Gwen Coleman Winston, Project Director, SBTRC, Greater Atlanta Economic Alliance, 230 Peachtree Street, N.W., Suite 530, Atlanta, GA 30303 Office: 404-827-9677, Email: gwen.winston@twd-inc.net

TRENDSETTER

Commercial Realty Group, Inc.



Mary Singer

Exclusive: Mary Singer, CCIM, CPM
by Joyce Douglas, Contract Compliance Analyst

Ms. Singer became a partner and co-founder of Commercial Realty Group, Inc., which evolved into an affiliation with CresaPartners Memphis from 1994-2009 and CresaPartners Nashville from 2004 to present. She revolutionized the west Tennessee real estate industry by pioneering tenant representation services in the late 1980's. Ms. Singer is a licensed principal

broker with Commercial Realty Group, Inc., which is the Women Business Enterprise (WBE) preferred real estate provider for CresaPartners.

Joyce: How did you become interested in Real Estate industry? And how long have you been in the field?

Ms. Singer: I started in early 80's, after being widowed, with an innovative plan for working in retail commercial real estate so I could take care of my five year old daughter. That plan evolved into office leasing which then led to the inspiration to pioneer "tenant representation" in Memphis in the late 80's. The business has evolved into consulting representation.

Joyce: What type of clients do you have?

Ms. Singer: Our services include project management, relocation/planning management and lease administration. Real estate represents a large part of a company's balance sheet with very few internal resources...we are the resource connection. All businesses rely on some type of real estate to execute their business plan. We help businesses align their plan with the real estate needs by using less capital.

Our consulting practice provides resources to all types of public/private sectors:

Public sector: saving a utility company 20%-30% by cost reduction of real estate and opportunity assessment.

City/County Government: revise service delivery models to be more cost effective.

Medical sector: helping cash-strapped hospitals and healthcare systems monetize real estate

K-12 Education: student demographic analysis.

Logistic/supply chain resources: working with team to oversee de-installation, rigging and reinstallation of all equipment.



Non-profits: aligning their real estate to support operations i.e. (Girl Scouts, Leadership Memphis, etc.)

Joyce: What are you most proud of in your business?

Ms. Singer: I am most proud of the women I have had the opportunity to mentor (including my daughter) and help them achieve powerful knowledge to succeed in the commercial real estate arena. The opportunity has included mentoring strong women in: office and industrial leasing, industrial site selection, lease and sales contract comprehension.

Joyce: What was the best advice you received along the way as far as your business goes?

Ms. Singer: No matter how busy life gets, make time for prayer, reflection, giving and planning.

Joyce: What are successful entrepreneurs doing differently?

Ms. Singer: Consumers and business associates are always the best source of ideas for a new venture for entrepreneurs. We're seeing a corporate and government push for green initiatives. Also, we see new innovative technology applications used to capture or push data.

Joyce: Do you notice any new trends in the marketplace? If so, what are they?

Ms. Singer: Open and transparent ideas are creating increased citizen participation in other cities. This trend could create solutions and collaboration opportunities for us too. For instance, phone apps are being created and used to help lower government operating expenses. Information is moving forward in new, exciting formats!

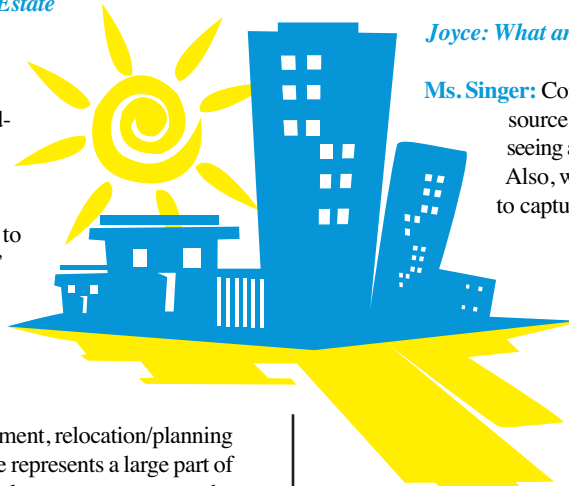
Joyce: What books or resources would you recommend for individuals starting out in real estate?

Ms. Singer: I would recommend all new commercial real estate brokers pursue a Certified Commercial Investment Member (CCIM) designation. It is important to know how to calculate the numbers for various scenarios.

Joyce: If you had one piece of advice to give to someone just starting out, what would it be?

Ms. Singer: Treat everyone with respect and dignity and always do the right thing and blessings will continually flow back to you.

Joyce: Thank you again for sharing your business knowledge. The best to you and we wish you continued success with your business.



MISSION

Minority and Women Business Enterprise Program

The Office of Contract Compliance serves as the support agency and administrative arm to the Minority and Women Business Enterprise (M/WBE) Participation Program and the Small Business Enterprise Program. The mission of the Office of Contract Compliance is to ensure that the legislative intent of City Ordinance #4388 and City Ordinance #5366 which created the M/WBE and the SBE Programs are carried out in all procurement activities and opportunities. Areas of administrative authority and/or enforcement include the three major areas of City procurement activity: construction, professional services, and goods & non-professional services.

Current M/WBE Goals

Construction 25%

Professional Services 24%

Goods & Non-Professional Services 37%

Current SBE Goals

25% of City Contracting & Purchasing dollars

EVENTS

SUN MON TUE WED THURS FRI SAT
Save The Date

Business Development Workshop Series

Wednesday, December 1, 2010 @ 6:00 pm to 7:30 pm

Hickory Ridge Mall New Towne Centre

6075 Winchester Road

Limited Seating:

Please call and reserve your seat today at 901.636.6210

Hosted by:

City of Memphis- Office of Contract Compliance

and the Hickory Ridge Mall the New Towne Centre

FREE TO THE PUBLIC



PUBLISHER'S CORNER



Carlee M. McCullough, Esq.

HOW TO START A BUSINESS

Part 7-How to Sustain a Business

A few fundamental characteristics exist that are just basic common sense to maintaining and developing a business. For example, offer a quality product or service, maintain a professional work environment, promote excellent customer service within your business, and be responsive to your customers. In addition to these fundamental characteristics, we have a few more essential and effective suggestions to further help sustain your business.

Make a Plan and Work the Plan

Remember the business plan is your roadmap to success. As circumstances and business climate changes, the plan may also need to be updated periodically. Also, compare your actual results to the projected figures to assess how the business has performed. Based on the results of the comparison, you can evaluate what needs to be adjusted in the plan. Therefore, remember to "Make the Plan and Work the Plan."

Maintain a Great Reputation

The delivery of expectations is what builds a great reputation. Sustaining a business requires the constant delivery on great expectations of the product and service.

Value the Customer

The customer is what drives the bottom line of the business. Let the customers know that you appreciate their business. Maintaining a current customer is less costly than attaining a new customer. Remember a satisfied customer is a repeat customer.

Market the Product

Marketing the product begins with a clear, concise and memorable message that can be effectively communicated to potential customers. Keep in mind, experts recommend 70 percent of your time be dedicated to people and businesses within your target market and 30 percent be dedicated outside.

Keep Your Eye on the Money

Certainly, theft, diversion, and mismanagement are key factors in loss of revenue. So watch the point of entry of the funds and track every stop of the dollar. Keep abreast and monitor of billing, accounts receivables and accounts payable transactions as well as bank statements and checks written. The next step in keeping your eye on the money is to monitor your business expenses. Also, it is mandatory for survival that you wisely spend less than you make. Make every attempt to adhere to the concept from day one. Furthermore, negotiate well and ensure that purchases are made strategically. You may even want to consider purchasing in a co-op with other similar businesses in order to strengthen the buying power as a group. Lastly, you must stay ahead of trends in order to maintain a competitive advantage and remember to reinvest in your business.

Take Good Care of your Employees

Definitely, excessive turnover or loss of employees can be incredibly detrimental to a business. For long term profitability and growth, it is imperative that you maintain great employees.

Competitive Pricing

Determining appropriate pricing is part scientific and part luck. Of course the scientific part takes into consideration the cost of the product and other expenses associated as well as competitive pricing. A lower price is not always the position to take if you have a premium product. However, at times it may be strategically prudent to have your product below market. The luck part is getting the pricing right the first time. In this situation, only time will tell whether you made the right pricing decision and if you didn't simply adjust the strategy.

Next month: "My Business Failed! Now What?"

Carlee M. McCullough

Carlee M. McCullough, Esq.
Contract Compliance Officer

